



EVENT WRAP-UP REPORT



April 20th-21st, 2018
Kapor Center for Social Impact | The Port Workspaces
Oakland, CA

techxoak.com | #TechxOAK



A blurred background image showing a group of diverse people, including Black & Brown founders, attending a summit. Some individuals are wearing headphones and looking at screens, suggesting a tech-oriented environment.

Thanks for taking the time to check out our report.

This wrap-up report recaps the activities from the Tech x Oakland Summit (TechxOAK), a 2-day event organized by Black & Brown Founders, in partnership with Oakland Startup Network and the Kapor Center for Social Impact.

We want to release a summary of the quantitative and qualitative information we collected from TechxOAK to the broader ecosystem. There is limited to no data available on tech entrepreneurs of color, much less data addressing Black and/or Latinx experiences. While we look for funding to deepen our research, we will continue to share reports based on the data we have, doing our part to push the sector forward.

TechxOAK was made possible by the support of the Kapor Center for Social Impact.

Yours truly,

A handwritten signature in black ink, appearing to read "Aniyia".

Aniyia L. Williams, Executive Director, Black & Brown Founders

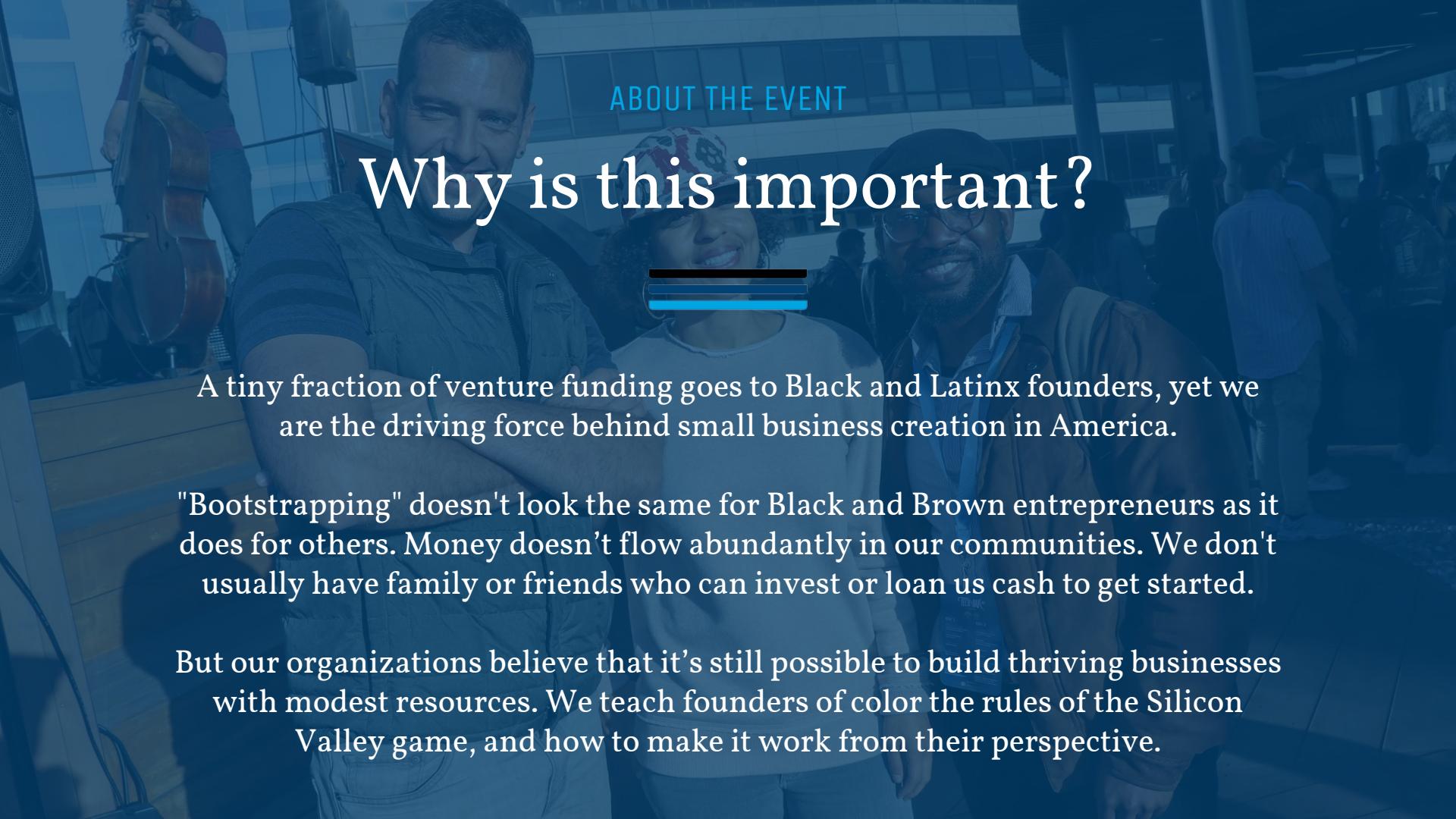
ABOUT THE EVENT

What was Tech x Oakland?

Tech x Oakland Summit ("Tech by Oakland") was a two-day summit for and by Oakland innovators of color.

This unique event was intended to showcase Oakland's diverse ecosystem, and provide Black and/or Latinx tech entrepreneurs with a forum to cultivate relationships and knowledge.

It was a collaboration between Oakland Startup Network, Black & Brown Founders, and the Kapor Center for Social Impact.

A photograph showing a group of diverse entrepreneurs smiling and laughing. In the background, a woman is playing a cello. The overall atmosphere is positive and professional.

ABOUT THE EVENT

Why is this important?

A tiny fraction of venture funding goes to Black and Latinx founders, yet we are the driving force behind small business creation in America.

"Bootstrapping" doesn't look the same for Black and Brown entrepreneurs as it does for others. Money doesn't flow abundantly in our communities. We don't usually have family or friends who can invest or loan us cash to get started.

But our organizations believe that it's still possible to build thriving businesses with modest resources. We teach founders of color the rules of the Silicon Valley game, and how to make it work from their perspective.

A blurred background image of a person sitting at a desk, looking down at a laptop screen. The person is wearing a light-colored shirt. The desk surface is visible in the foreground.

“This was one of the best tech conferences I've ever been to. From making amazing connections to the lightning talks, I walked away with deeper understanding and very useful tools that I can apply to my work right now.”

QUOTE FROM
TECH X OAKLAND SUMMIT ATTENDEE



OUR EVENT GOALS

What We Wanted

- o1. Teach Black & Latinx entrepreneurs best practices to build modern, profitable tech businesses.
- o2. Build community for entrepreneurs of color to support each other, and exchange information and learnings.

93%

of surveyed participants felt that the stated event goals were the right ones to focus on.

Some emphasized that the second goal resonated with them the most.



ISSUES THAT MATTER

What Founders Wanted

In a pre-event survey, here's a summary of what attendees said was most important to get out of the event.

- To build a community that is focused on supporting each other
- To hear a clear plan on how to proceed to get companies off the ground
- To understand the opportunities for collaborations within the community
- To build strong connections

A large, semi-transparent circular graphic containing two white, curved arrows is positioned in the upper left corner of the slide. The background features a blurred image of a person wearing a virtual reality headset, looking down at a device.

“I loved this event. The opportunity to connect with other people of color doing awesome things in the tech space, and get immediate feedback, and help with my own ideas made the event so worth it. I had an awesome time and would recommend this to any entrepreneurs of color.”

QUOTE FROM
TECH X OAKLAND SUMMIT ATTENDEE



What We Covered

TXO featured two full days of content that touched on law, venture capital, alternative forms of funding, engineering, money management, design, and emerging technologies.

THE PROGRAM

TOPICS INCLUDED

- The Color of Money: Venture Funding for Startups
- Bootstrapping Your Startup
- Protecting Your Creation and Company
- Hella Scale: Building Your (Technical) Team
- Nailing Your Unique Selling Proposition
- Building Apps Without Code

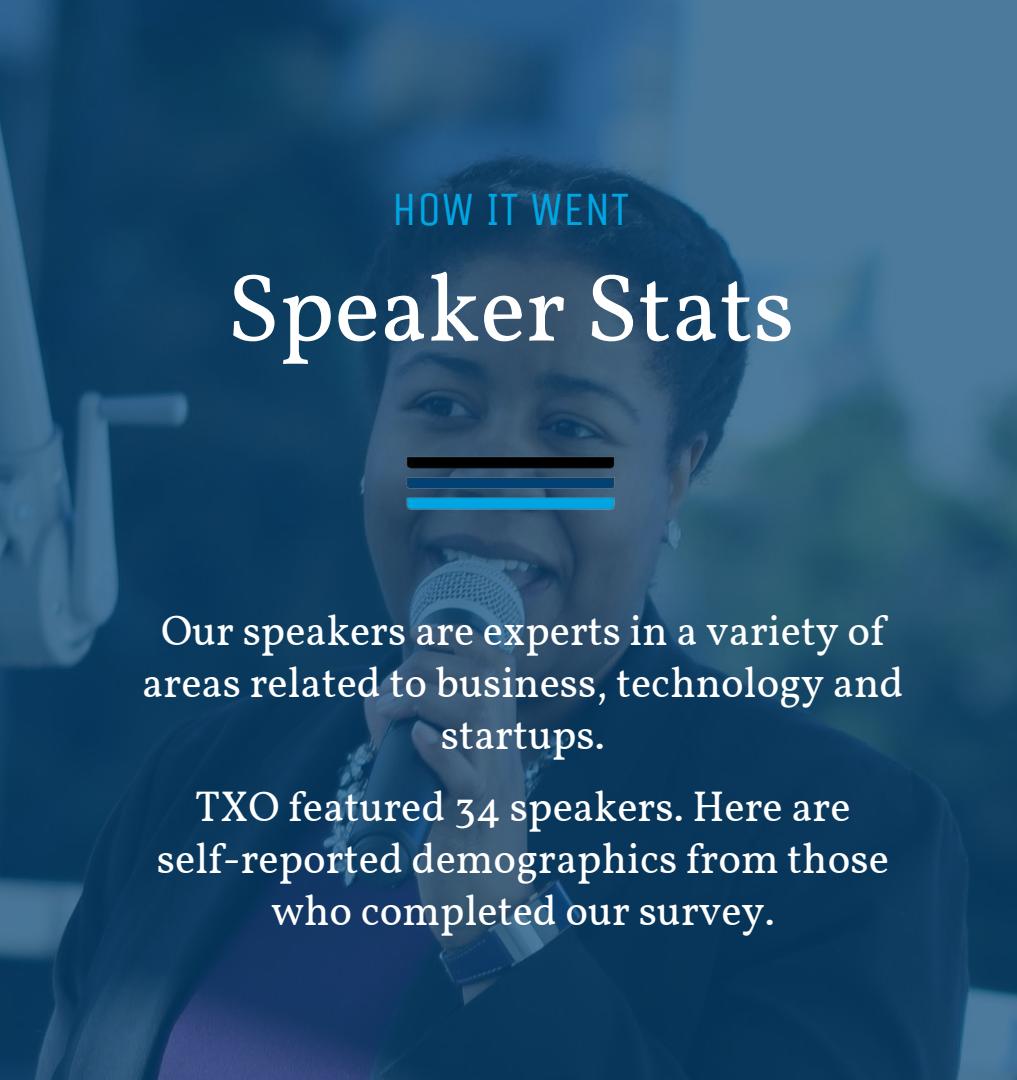
A photograph showing several people at a networking event. In the foreground, a man in a blue shirt is looking down at something. Behind him, a woman in a black top and a man in a plaid shirt are engaged in conversation. The background is slightly blurred, showing more people and what appears to be a stage or presentation area.

What We Covered

In addition to actionable content, we provided time for entrepreneurs to network, see what others were working on, and have one-on-one mentor sessions with investors and tech leaders.

MORE SUMMIT ELEMENTS

- Shark Tank Casting Call
- Self-led sessions around crowdsourced topics
- One-on-one mentor office hours
- Innovators Village
- Event app with profiles to forge direct connections
- Block Party, Picnic Luncheons, Social Hour & Party



HOW IT WENT

Speaker Stats

Our speakers are experts in a variety of areas related to business, technology and startups.

TXO featured 34 speakers. Here are self-reported demographics from those who completed our survey.

50% identify as women

50% identify as men

62.5% identify as Black

18.8% identify as Afro-Latinx

12.5% identify as Latinx

6.3% identify as mixed Asian & White

87.5% were ages 25-44

12.5% were ages 45+

43.8% Oakland residents

37.8% other East Bay residents

12.5 % San Francisco residents



“Tech x Oakland was the perfect example that you can have a unconventional conference that is more than effective. From the structure, to the friendliness, to multi-generational entrepreneurs; this is perfect for everyone.”

QUOTE FROM
TECH X OAKLAND SUMMIT ATTENDEE

100%

of participants said they would attend Tech x OAK Summit again.



HOW IT WENT

Event Stats

* Stats are from data collected in event surveys from event participants.



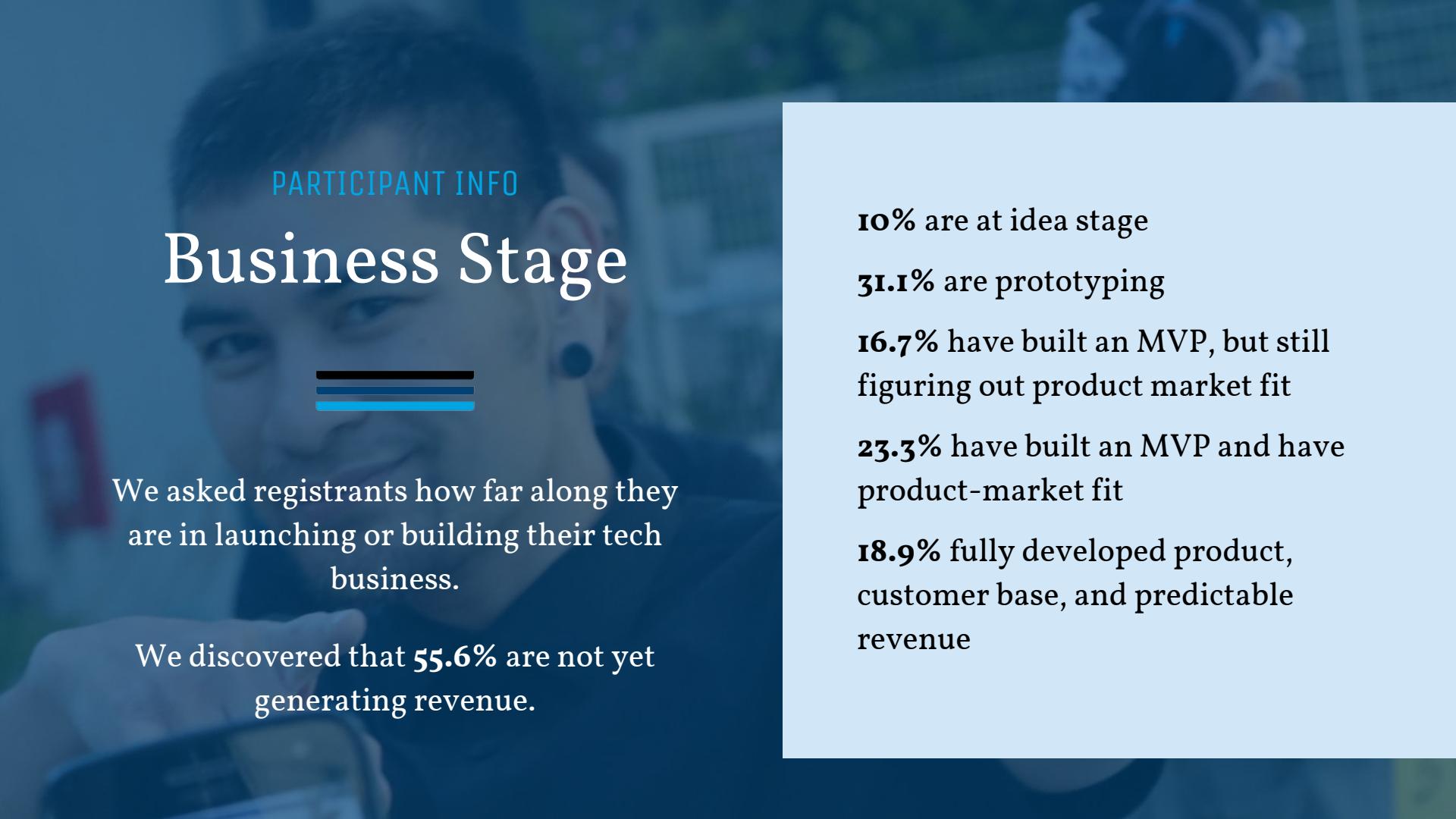
HOW IT WENT

Registrant Demographics

Our attendees are intersectional. This was not an event about diversity and inclusion, but it was diverse and inclusive.

- 46.3%** identify as women
- 53.4%** identify as men
- 51.3%** identify as Black
- 19.7%** identify as Latinx
- 2.6%** identify as Afro-Latinx
- 13.7%** identify as Asian/Pacific Islander
- 12.7%** from intersectional backgrounds
- 82.6%** were ages 25-44
- 17.4%** were ages 45+
- 8.1%** identified as LGBTQ
- 41.7%** Oakland Residents
- 23.6%** East Bay Residents
- 34.7%** other geographic areas

* Stats are from data collected during event registration.



PARTICIPANT INFO

Business Stage



We asked registrants how far along they are in launching or building their tech business.

We discovered that **55.6%** are not yet generating revenue.

10% are at idea stage

31.1% are prototyping

16.7% have built an MVP, but still figuring out product market fit

23.3% have built an MVP and have product-market fit

18.9% fully developed product, customer base, and predictable revenue



PARTICIPANT INFO

Business Goals



We asked registrants what the primary goal is for their business. Here's what they said.

51.7% want to build billion dollar businesses

15.7% want to generate income to take care of themselves and family

22.5% don't care about the business size, just want their product to exist

10.1% preferred not to answer or question not applicable

“An inspiring heartfelt event that was designed to provide founders with the tools, experiences and support necessary to be better creators of successful businesses.

This event combined dynamic speakers, spectacular venues, and a diverse set of attendees to shape one of the best summits I have attended. Every aspect of the event demonstrated a clear vision and purposeful crafting.”

QUOTE FROM
TECH X OAKLAND SUMMIT ATTENDEE

The background image shows a group of people seated around tables in a modern, brightly lit room. The room has a high ceiling with exposed steel beams and hanging light fixtures. In the foreground, several people are visible, some looking down at papers or devices, while others are engaged in conversation. The overall atmosphere is professional and focused.

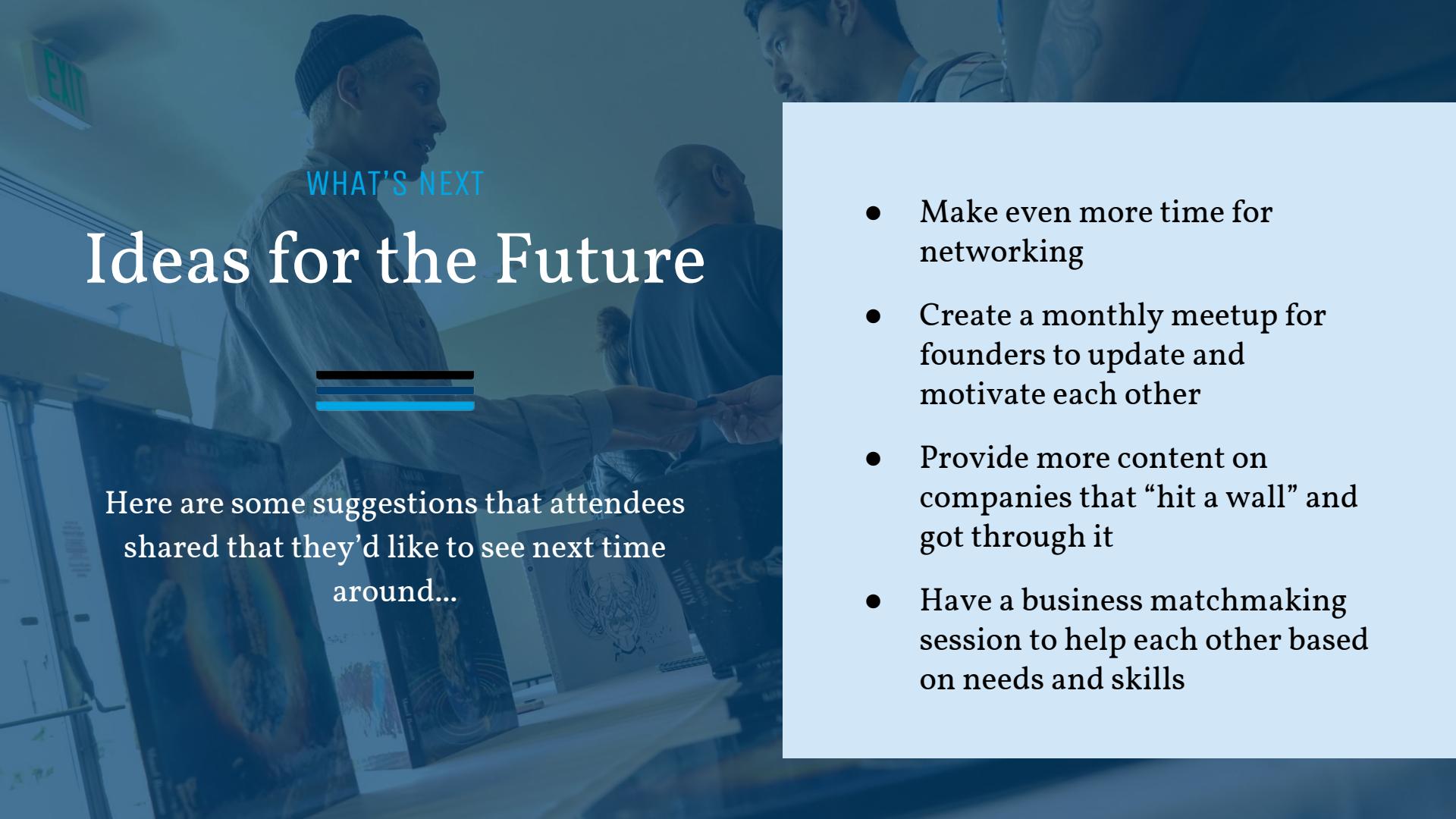
WHAT'S NEXT

Participant Outcomes

We asked participants how they will apply what they've learned at the event.

Here are a few popular answers.

- Deepen the connections they made at the event
- Immediately apply the lessons learned to their businesses
- Prioritize global thinking and global markets in their business
- Refine their product with advice they received during mentor office hours
- Improve their marketing and social media strategy



WHAT'S NEXT

Ideas for the Future

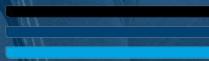
Here are some suggestions that attendees shared that they'd like to see next time around...

- Make even more time for networking
- Create a monthly meetup for founders to update and motivate each other
- Provide more content on companies that “hit a wall” and got through it
- Have a business matchmaking session to help each other based on needs and skills



FOR MORE INFORMATION

Contact Us



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blackandbrownfounders.com
[@bbfounders](https://twitter.com/bbfounders)

Black & Brown Founders is a 501(c)(3) nonprofit organization, providing Black and Latinx entrepreneurs best practices and community to build successful tech companies with modest resources.